

# Claims

- [c1] What is claimed as being new and desired to be protected by Letters Patent of the United States is as follows:
1. A novel promotional and advertising item that a business or establishment may utilize to keep their name in front of the customer comprising of:
    - a.) a disposable flat-sheet wallet-sized magnifying lens with promotional indicia printed around the peripheral edges of the lens. This lens may be retained by the customer until scratched, worn or lost; and
    - b.) a self-adhesive pocket that can be conveniently attached to the menu to hold the magnifying lens and all future replacements. This pocket identifies to the customer of availability of the lens for the complementary present and future use.